

Remit To: KDKA-TV  
21251 NETWORK PLACE  
CHICAGO, IL 60673-1251



KDKA-TV

INVOICE

For: FRIENDS OF MATT SMITH(172688)  
Stephen Korbel - Treasurer  
PO BOX 13445  
Pittsburgh, PA 15243-0445

Account Exec: Brian Butz-1  
Office: KDKA-TV  
Contract Num: 1201-57062  
Contract Dates: 10/23/2012-10/29/2012  
Customer Order:  
Linked Order:  
CPE: / /

Invoice Num: 1201-544306  
Invoice Date: 10/28/2012  
Billing Cycle: Broadcast EOM  
Billing Period: 10/01/2012-10/28/2012

Page 1 of 7

**PAY BY** 11/27/2012  
Net 30 days

In Account With: MESSAGE & MEDIA INC.(22198)  
100 Albany St  
New Brunswick, NJ 08901-2179  
ATTN:Accounts Payable

Product Desc: FRIENDS OF MATT SMITH 10/23-29

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate			
1	THIS MORNING 5-6AM	10/23/2012-10/26/2012	. T W T F . .	30	4	380.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T W T F . .	4	380.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	05:43:53 AM		MST105H	30	380.00			
10/24/2012	We	05:09:19 AM		MST105H	30	380.00			
10/25/2012	Th	05:12:38 AM		MST105H	30	380.00			
10/26/2012	Fr	05:27:58 AM		MST105H	30	380.00			
3	THIS MORNING 6-7AM	10/23/2012-10/26/2012	. T W T F . .	30	5	675.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T W T F . .	5	675.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	06:56:09 AM		MST105H	30	675.00			
10/24/2012	We	06:13:50 AM		MST105H	30	675.00			
10/24/2012	We	06:59:00 AM		MST105H	30	675.00			
10/25/2012	Th	06:27:01 AM		MST105H	30	675.00			
10/26/2012	Fr	06:57:19 AM		MST105H	30	675.00			
5	THE EARLY SHOW	10/23/2012-10/26/2012	. T W T F . .	30	4	380.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T W T F . .	4	380.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	08:23:00 AM		MST105H	30	380.00			
10/24/2012	We	08:59:10 AM		MST105H	30	380.00			
10/25/2012	Th	08:38:24 AM		MST105H	30	380.00			
10/26/2012	Fr	08:21:35 AM		MST105H	30	380.00			

Warranty - We warrant the above broadcasts were made according to the official station log.

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Pittsburgh, PA 15243-0445

Account Exec: Brian Butz-1  
Office: KDKA-TV  
Contract Num: 1201-57062  
Contract Dates: 10/23/2012-10/29/2012  
Customer Order:  
Linked Order:  
CPE: / /

Invoice Num: 1201-544306  
Invoice Date: 10/28/2012  
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Billing Period: 10/01/2012-10/28/2012

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In Account With: MESSAGE & MEDIA INC.(22198)  
100 Albany St  
New Brunswick, NJ 08901-2179  
ATTN:Accounts Payable

Product Desc: FRIENDS OF MATT SMITH 10/23-29

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Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate			
7	THIS MORNING 9-10AM	10/23/2012-10/26/2012	. T W T F . .	30	4	180.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T W T F . .	4	180.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	09:25:39 AM		MST105H	30	180.00			
10/24/2012	We	09:43:28 AM		MST105H	30	180.00			
10/25/2012	Th	09:33:40 AM		MST105H	30	180.00			
10/26/2012	Fr	09:24:46 AM		MST105H	30	180.00			
9	NOON NEWS	10/23/2012-10/26/2012	. T W T F . .	30	4	585.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T W T F . .	4	585.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	12:24:51 PM		MST105H	30	585.00			
10/24/2012	We	12:23:52 PM		MST105H	30	585.00			
10/25/2012	Th	12:14:43 PM		MST105H	30	585.00			
10/26/2012	Fr	12:24:06 PM		MST105H	30	585.00			
11	4PM EARLY NEWS	10/23/2012-10/26/2012	. T W T F . .	30	5	585.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T W T F . .	5	585.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	04:12:41 PM		MST105H	30	585.00			
10/23/2012	Tu	04:43:57 PM		MST105H	30	585.00			
10/24/2012	We	04:09:50 PM		MST105H	30	585.00			
10/25/2012	Th	04:22:18 PM		MST105H	30	585.00			
10/26/2012	Fr	04:10:33 PM		MST105H	30	585.00			

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Invoice Num: 1201-544306  
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Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate			
13	5PM EARLY NEWS M-F	10/23/2012-10/26/2012	. T W T F . .	30	5	900.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T W T F . .	5	900.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	05:23:32 PM		MST105H	30	900.00			
10/24/2012	We	05:22:48 PM		MST105H	30	900.00			
10/25/2012	Th	05:24:40 PM		MST105H	30	900.00			
10/25/2012	Th	05:41:53 PM		MST105H	30	900.00			
10/26/2012	Fr	05:14:23 PM		MST105H	30	900.00			
15	M-F ERLY NEWS	10/23/2012-10/26/2012	. T W T F . .	30	5	1,080.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T W T F . .	5	1,080.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	06:38:21 PM		MST105H	30	1,080.00			
10/24/2012	We	06:42:03 PM		MST105H	30	1,080.00			
10/25/2012	Th	06:37:47 PM		MST105H	30	1,080.00			
10/26/2012	Fr	06:38:51 PM		MST105H	30	1,080.00			
10/26/2012	Fr	06:59:14 PM		MST105H	30	1,080.00			
17	11PM NEWS	10/23/2012-10/24/2012	. T W . . . .	30	2	2,000.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T W . . . .	2	2,000.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	11:29:57 PM		MST105H	30	2,000.00			
10/24/2012	We	11:32:38 PM		MST105H	30	2,000.00			

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18	SAT. MORN. LOCAL NEWS	10/27/2012-10/27/2012	.....S.	30	1	300.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		.....S.	1	300.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/27/2012	Sa	06:09:13 AM		MST105H	30	300.00				
19	SAT.CBS MORNING NEWS	10/27/2012-10/27/2012	.....S.	30	1	450.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		.....S.	1	450.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/27/2012	Sa	08:24:25 AM		MST105H	30	450.00				
20	SAT 7PM NEWS	10/27/2012-10/27/2012	.....S.	30	2	750.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		.....S.	1	750.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/27/2012	Sa				30			750.00	Preempted	
10/27/2012	Sa	07:28:13 PM	10/27/2012	MST105H	30	750.00	750.00		Makegood in 15:00:00-19:43:02	
21	THE SUNDAY BUSINESS PAGE	10/28/2012-10/28/2012	.....S	30	1	135.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		.....S	1	135.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/28/2012	Su	06:50:26 AM		MST105H	30	135.00				

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Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate				
22	KD/PG SUNDAY EDITION	10/28/2012-10/28/2012	.....S	30	1	200.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		.....S	1	200.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/28/2012	Su	08:43:09 AM		MST105H	30	200.00				
23	CBS SUN MORN	10/28/2012-10/28/2012	.....S	30	1	650.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		.....S	1	650.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/28/2012	Su	09:09:45 AM		MST105H	30	650.00				
24	FACE THE NATION	10/28/2012-10/28/2012	.....S	30	1	585.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		.....S	1	585.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/28/2012	Su	11:21:02 AM		MST105H	30	585.00				
25	CBS EVENING NEWS	10/24/2012-10/24/2012	..W....	30	1	1,080.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		..W....	1	1,080.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/24/2012	We	07:28:54 PM		MST105H	30	1,080.00				
26	CSI: MIAMI	10/27/2012-10/27/2012	.....S.	30	1	135.00				
LUR										

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<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/22/2012-10/28/2012			. . . . . S .		1		135.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/27/2012	Sa	12:50:38 AM		MST105H	30	135.00			
27	#1 COCHRAN SUNDAY SPORTS SHOWDO		10/28/2012-10/28/2012		. . . . . S		30	1	600.00
<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/22/2012-10/28/2012			. . . . . S		1		600.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/28/2012	Su	12:04:33 AM		MST105H	30	600.00			
<u>Total Spots</u>		<u>Gross Amt</u>		<u>Commission Amt</u>		<u>Net Amt</u>	<u>Debit</u>	<u>Credit</u>	<u>Reconciliation</u>
Air Time Totals		48		31,185.00		4,677.75	26,507.25	750.00	750.00 0.00

**Billing Notes**

PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE UNLESS NOTED OTHERWISE. PAID FOR BY FRIENDS OF MATT SMITH. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

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Billing Notes		
<div>DUPLICATE</div>		
Wire Transfer Instructions:	For Billing Inquiries Please Contact: ACCOUNT EXECUTIVE  412-575-2200	Gross Billing
		31,185.00
		Trade Value
		0.00
		Agency Commission
		4,677.75
		Local Tax
		0.00
		State Tax
		0.00
		Pre Paid Amount
		0.00
		Pay This Amount
		26,507.25

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